

## CODE OF CONDUCT

As a member of the German Federal Association of the Event Industry (fwd:), JOKE subscribes to the following code of conduct of the trade association:



### Core values

Respect, diversity, honesty, reliability, fairness, transparency and appreciation.



### Compliance with the law

Applicable law is non-negotiable.



### Partnership

Continuity of functioning partnerships.



### Appreciation

All work results have their value and are to be remunerated.



### Proportionality

We recommend a maximum of three parties for pitches/tenders, specification of a project volume as a basis for entrepreneurial decision for pitch participation.



### Adequacy

We recommend pitch / tender expense allowance in relation to agency effort.



### Financial fair play

Transparent and fair purchasing behavior.



### Feedback

Sound, individual feedback culture.



### Concept & Copyright

Our ideas and concepts are and remain intellectual property, which can be acquired if necessary.



### Sustainability

We use resources in a meaningful way - ecologically, economically and socially.